

# City of Falls Church Long-Term Strategic Plan for Council Vision Implementation

## Successful Development

**GOAL 1 City Center Development** – Facilitate mixed-use development plans and a review process that provides new goods and services, enhances revenue, and is compatible with the Comprehensive Plan and community values.

**OBJECTIVE 1** – Leverage market opportunities and forge public/private partnerships for phased City Center development that create a vibrant, distinct, sustainable, great place.

**GOAL 2 Mixed-Use Development** – Facilitate mixed-use development plans and a review process that provides new goods and services, enhances revenue, and is compatible with the Comprehensive Plan and community values.

**OBJECTIVE 1** – Seek and encourage redevelopment for areas identified in the Comprehensive Plan.

**GOAL 3 Infrastructure to Support Redevelopment** – Build infrastructure that supports Citywide redevelopment that creates a vibrant, distinct, sustainable, great place.

**OBJECTIVE 1** – Meet current and future needs for sanitary sewer, water, and storm water facilities.

**OBJECTIVE 2** – Plan and implement street improvements to promote pedestrian safety and commercial vitality.

**GOAL 4 Land Use Tools** – Create new land use tools that encourage creative and sustainable development.

**OBJECTIVE 1** – Develop user-friendly, Web-based, uniform development code that contains innovative zoning tools and community design standards with integration of all development regulations including green building, affordable housing, historic preservation, and transportation.

## World Class Public Schools

**GOAL 1 General Government/Schools Collaboration** – Facilitate collaboration between the City Council and School Board, and between the professional staff of General Government and Schools so that City resources are shared and put to their best and fullest use.

**OBJECTIVE 1** – Establish regular meetings between the City Council and School Board to communicate key issues and coordinate budget and policies.

**OBJECTIVE 2** – Ensure efficient organization of Human Resources by fostering closer functional collaboration between General Government and non-instructional School staffs, to improve service delivery and promote the best allocation of City resources.

**OBJECTIVE 3** – Ensure efficient use of facilities by maximizing the public use of General Government and School recreation facilities, such as gyms, playing fields, parks, and public buildings, for the use and enjoyment of the whole community.

## Neighborhood Preservation and Community Life

**GOAL 1 Traffic Calming** – Preserve the quiet, residential character of neighborhood streets, through traffic calming measures, sidewalks, and effective parking regulations.

**OBJECTIVE 1** – Install new traffic calming features and pedestrian connections in City neighborhoods.

**OBJECTIVE 2** – Protect neighborhoods from parking impacts, through the development, implementation, and consistent enforcement of neighborhood parking regulations.

**GOAL 2 Neighborhood-Based Crime Control Programs** – Improve safety and security in neighborhoods through closer collaboration with police and citizens.

**OBJECTIVE 1** – Actively promote citizen volunteer involvement and partnership with police to reduce property crime in neighborhoods.

**GOAL 3 Zoning** – Preserve neighborhood character and quality of life through effective zoning regulations.

**OBJECTIVE 1** – Create better tools for neighborhood preservation through a comprehensive update of City Zoning Codes.

## Diversity

**GOAL 1 Affordable Housing** – Preserve and develop affordable housing as a means to ensure economic diversity in the City.

**OBJECTIVE 1** – Implement the Citywide affordable housing strategy that includes investment, acquisition, and building/development.

**OBJECTIVE 2** – Expand housing choices by increasing the number of new affordable housing units and housing and services for low-, moderate-, and middle-income households through inclusionary zoning.

**GOAL 2 Attract and Celebrate Diverse Populations** – Provide public activities, programs, and events that promote and celebrate the City's diversity.

**OBJECTIVE 1** – Use City efforts to improve the business climate, reach out to all businesses, and ensure that the full community is engaged in the civic and business life of the City.

**OBJECTIVE 2** – Promote the community's diversity through Citywide events and festivals so that the City is perceived as welcoming to all people.

**GOAL 3 Employment and Civic Volunteerism** – Recruit people from diverse backgrounds for employment and civic volunteerism.

**OBJECTIVE 1** – Ensure that membership on City boards and commissions reflects the full diversity of the community.

**OBJECTIVE 2** – Ensure that City workforce and staff leadership reflects the diversity of the community, and that the culture of the City Organization is one that embraces and celebrates the strength that comes through diversity.

## Environmental Harmony

**GOAL 1 Expand and Improve Parklands** – Implement plans and sustain resources to expand and improve City parklands, walking trails, and athletic fields.

**OBJECTIVE 1** – Create policies for advance planning and acquisition of open space.

**GOAL 2 Regulatory Tools** – Protect and improve natural resources through the enforcement of existing regulations, and through the development of appropriate new regulatory tools.

**OBJECTIVE 1** – Adopt and implement best practices in watershed management to improve community water quality.

**OBJECTIVE 2** – Incorporate "Green" Building Practices into the City building permit process.

**GOAL 3 Community Education** – Create and implement community education programs on best management practices that achieve environmental harmony.

**OBJECTIVE 1** – Develop, implement, and sustain community education and environmental programs.

**GOAL 4 Green City Facilities** – Implement best management practices at City facilities to promote a healthy environment and be more efficient in our use of natural resources.

**OBJECTIVE 1** – Use the opportunities of new purchases and construction of new facilities or major renovations of existing facilities to implement green technology.

## Innovation

**GOAL 1 IT Infrastructure** – Build and upgrade Citywide IT infrastructure to support innovation.

**OBJECTIVE 1** – Create an environment where IT enhances the delivery of governmental services.

**OBJECTIVE 2** – Undertake cooperative ventures with the private sector that are scalable for the future, to facilitate expansion and growth and new technologies.

## World Class Government and Public Outreach

**GOAL 1 Civic Engagement** – Provide citizens with meaningful, relevant, and convenient ways to participate in local government.

**OBJECTIVE 1** – Provide opportunities for groups and individuals to share ideas, inform government decisions, and actively participate in civic life.

**GOAL 2 Government Accessibility** – Provide City services in form and function in a manner that is responsive to citizen needs.

**OBJECTIVE 1** – Provide simple and intuitive access to public services and information.

**OBJECTIVE 2** – Adopt best practices to ensure a positive customer experience.

**GOAL 3 High Performance** – Cultivate a customer-driven focus for the City organization, in which leadership, initiative, diversity, and teamwork are celebrated, and high performance is expected and rewarded.

**OBJECTIVE 1** – Monitor, improve, and execute the City's "pay for performance" pay plan to ensure it is equitable and provides measurable results.

**OBJECTIVE 2** – Provide systematic and ongoing opportunities for professional development, training, and promotion.

**OBJECTIVE 3** – Ensure accountable, transparent, and responsive service by achieving work plan goals and objectives.

**GOAL 4 City Hall** – Reshape City Hall to make it more accessible and "user friendly" for the public, and enhance its visual appeal in a way that reflects its position at the center of civic life of the City.

**OBJECTIVE 1** – Lead an effective public decision-making process for the redesign/relocation of City Hall.

**GOAL 5 High-Performing Water Utility** – Maintain a high-performing Water and Sewer Utility that supports economic growth within its service territory in the County and City, and provides responsive customer service.

**OBJECTIVE 1** – Adopt performance measures to track progress in reducing costs and improving service to customers.

**GOAL 6 Strengthen Children and Families** – Provide a comprehensive system of human services that promotes health, independence, and personal growth for all City residents.

**OBJECTIVE 1** – Create a structure that promotes collaboration among all prevention and intervention service providers.

**OBJECTIVE 2** – Promote the personal growth and well-being of youth and families through a comprehensive and coordinated array of community and school-based services.

## A Special Place

**GOAL 1 Visual Aesthetic Identity** – Create a clear and distinct visual aesthetic identity that differentiates the City.

**OBJECTIVE 1** – Create and maintain attractive and distinct entranceways and commercial corridors to the City.

**GOAL 2 Artistic Venues** – Increase the number of venues for artistic performance display.

**OBJECTIVE 1** – Encourage the development of public/private venues for artisans and artists to work and to showcase their work.

**GOAL 3 Festivals and Events** – Develop, promote, and maintain festivals and special events that celebrate the City's unique character.

**OBJECTIVE 1** – Plan, organize and support a variety of quality communitywide special events each year.